

**REMARKS**

Applicants have thoroughly considered the Examiner's remarks in the January 26, 2009 Office action and have amended the application to more clearly set forth aspects of the claims. Claims 1, 3, 5-14, 17-20, 22-24, 26-35, 37, and 40 are presented in the application for further examination. Claims 1, 6, 7, 14, 24, 28, 32, 34, 37, and 40 have been amended by this Amendment D. Claims 2, 21, 25, 36, 38 have been canceled by this Amendment D. Reconsideration of the application claims as amended and in view of the following remarks is respectfully requested.

**Claim Rejections under 35 U.S.C. § 103****Claims 1, 3, 5, 7-9, 11-13, 24, 26-31, 37, and 40**

Claims 1, 3, 5, 7-9, 11-13, 24, 26-31, 37, and 40 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Pub. No. 2002/0120711 (hereinafter "Bantz") in view of U.S. Pub. No. 2003/0100326 (hereinafter "Grube"), and in further view of U.S. Patent No. 6,169,897 (hereinafter "Kariya"). Applicants respectfully disagree. None of the cited references, alone or in combination, disclose or suggest each and every element of the rejected claims.

Amended independent claim 1 incorporates the subject matter of dependent claims 2 and 7. Dependent claims 2 and 7 have been canceled by this Amendment. Amended independent claim 1 recites, among other things, a method of managing notifications in a web-based notifications system, where the notifications system is configured to provide notifications to a user via a data communication network, the notifications contain content provided by one or more content providers and the content is related to one or more topics. The method of amended claim 1 comprises, among other things:

implementing a web service responsive to notifications requests structured according to an **extensible messaging framework comprising a Simple Object Access Protocol (SOAP)**;

receiving, at the web service, a notifications request from a content provider, said received notifications request specifying a selected notification management function, said received notifications request being structured according to the extensible messaging framework, **said received notifications request comprising a SOAP request**;

extracting request information from the received notifications request, said request information including at least a content provider identifier and a plurality of topic identifiers, each said topic identifier being associated with a **corresponding relative**

**uniform resource locator (URL)**, wherein the URL is **relative to the web domain of the content provider**, wherein said corresponding relative URL corresponds to one or more topics;

executing the selected notification management function based on the extracted request information for each of the plurality of topic identifiers; and

sending a response object to the content provider, said response object being structured according to the extensible messaging framework, said response object containing information relating to either **success** or **failure** for the **executed selected notification management function** including the performed function for each of the plurality of topic identifiers.

According to aspects as set forth in amended claim 1, a web service is responsive to receiving notifications requests from content providers, where the requests are structured according to a Simple Object Access Protocol (hereinafter "SOAP") extensible messaging framework. The web service receives the notifications request from a content provider, where the request is structured as a SOAP request, according to the SOAP extensible messaging framework. After the request is received, request information is extracted from the notifications request. The extracted information includes at least a content provider identifier and multiple topic identifiers – each topic identifier is associated with a corresponding **relative uniform resource locator** (hereinafter "URL") that is relative to the web domain of the content provider. For example, the notifications request could specify the content provider web domain as "www.contentprovider.com", with topics identifiers associated to corresponding relative URLs, such as "/sports/{identifier}" or "/weather/{identifier}". A topic identifier of "/" would indicate that the notifications request is topic-agnostic and applies to all topics. (See Specification, [0047]). After extracting the information, the selected notification management function is executed based on the extract information. Upon execution, the web service sends a response object to the content provider, where the response object contains information regarding the success or failure of the executed notification management function for each of the topic identifiers. In this manner, aspects as set forth in amended claim 1 permits content providers to "more easily program their systems to send notifications" to users by providing generalized, SOAP-based notification mechanism that allows for greater interoperability between different systems. (See Specification, [0007]).

Applicants submit that the combination of cited references do not disclose or suggest the system of amended independent claim 1. The Examiner argues that Bantz discloses the method

of claim 1. The Examiner admits that Bantz fails to teach or disclose a SOAP extensible messaging framework for structuring notifications requests, and relies on U.S. Pub. No. 2003/0101190 (hereinafter "Horvitz") as disclosing the general concept of SOAP in a notification management environment. Additionally, the Examiner admits that Bantz fails to disclose sending an acknowledgment message after executing the notification management function, as relies on Grube as disclosing sending an acknowledgment to a request. Finally, the Examiner admits that Bantz and Grube fail to teach or disclose associating a URL with a topic identifier, and relies on Kariya as disclosing associating a URL with a topic identifier.

Applicants maintain and reiterate the arguments given in their November 3, 2008 response to the previous Office action. Bantz merely discloses a system and method for providing event routing services. As described by Bantz:

[0030] Services 105 can "sign up" to be notified of specific business events or classes of business events. An example of a business event may include the hiring of a new employees, and a class of business events may include the relocation of a business unit where a group of employees receive, for example, a new business address. The event generator in the local server 100 filters business events and sends a notification of the occurrence of a particular business event to all of the listeners that have requested notification. A service may elect to listen to all events yet provide no response or event generation of its own. An example of this would be a passive event monitor.

(Bantz, [0030]). These "business events" are routed from client systems to a routing engine, that in turn forwards the events to the appropriate destinations. (See Bantz, [0008]–[0009]). One such destination might be a "service" (Bantz, Fig.1, element 105) that listens for business events, such as an event to sign up a new employee for company life insurance. (See Bantz, [0012]). Presumably a company's life insurance company/service "listens" for this type of business event and react accordingly. Contrary to the Examiner's argument, Bantz does not disclose content providers as recited in amended independent claim 1 – instead, the cited portions of Bantz merely describe "services" as listeners for business events (paragraph [0030]) and a method of subscribing to messages sent through the event router (paragraph [0037]).

Additionally, the Examiner argues that Bantz discloses extracting request information from the request, said request information including at least a content provider identifier and a topic identifier. In support, the Examiner cites paragraph [0037] of Bantz and states "inherently the subscription manager must determine who sent the subscription request, and what the subscription request is for". (Office action, page 3). It is unclear to the Applicants how the cited

portion "inherently" discloses a content provider identification. According to Bantz, "subscriptions may include a pair of the form (category, recipient-address), where the category is the message category of messages that the subscriber wishes to receive". (Bantz, [0037]). Applicants submit that Bantz fails to disclose a content provider identifier, as the subscription requires only a category and recipient address, which does not explicitly or implicitly require a content provider identifier. Further, Applicants argue that Bantz fails to disclose a topic identifier as recited in amended independent claim 1. Bantz merely discloses a message category, where message categories may include "business news, sporting news and political new[s]", or a general "news" category (Bantz, [0037]), while amended claim 1 recites topic identifiers that, among other things, correspond to one or more topics and each topic identifier is "associated with a corresponding **relative uniform resource locator (URL)**, wherein the **URL is relative to the web domain of the content provider**". Therefore, Bantz fails to disclose the topic identifiers of amended independent claim 1.

The Examiner argues that Grube discloses sending an acknowledgement to a request, and that it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the disclosures of Bantz with Grube in order to allow a user to retry if a request is not acknowledged. Applicants respectfully disagree, as Grube discloses an invention for sharing location and route information between communication units. As indicated by Grube:

Methods are disclosed for sharing location and route information between communication units (e.g., talkgroup members) that are subscribed to a group location sharing service. The group location sharing service is event-based, such that the communication units may form a subset of a talkgroup desiring to actively participate or monitor an event. Communication units de-subscribe from the group location sharing service or talkgroup when they no longer desire to participate or monitor the event. Service levels may be determined for various subscribers to the group location sharing service. The service levels may include, for example, an information transmission service level and information reception service level that determine an amount, type, and/or timing of information to be sent or received by particular subscribers.

(Grube, Abstract). Grube describes its invention as methods for a communication unit engaged in a group dispatch voice call to participate in a location sharing service. (See Grube, [0009]–[0012]). In other words, Grube is directed to determining and tracking the location of a communication unit, such as on an electronically displayed map. (See Grube, Fig. 2). It would not have been obvious to one skilled in the arts of Bantz or of the present invention to

incorporate disclosures or suggestions from an invention for sharing location and routing information between communication units when designing a web-based notifications system. Applicants respectfully disagree that Grube is an analogous art to Bantz or to the present claims. Applicants respectfully request a reference citation disclosing or suggesting this combination.

The Examiner further argues that Kariya discloses associating a URL with a topic identifier, as not disclosed by Bantz or Grube. The Examiner argues that it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Bantz and Grube with the disclosures of Kariya in order to make the system easier to understand and operate. Applicants respectfully disagree, as Kariya discloses:

A mobile communications system which provides a mobile subscriber with local information related to the area where his/her mobile terminal is located. A link list page is compiled in a URL list server by collecting the URLs of various home pages containing local information, and a local representative URL is assigned to the compiled link list page. A URL retrieving unit receives an area identification signal from a radio base station, and retrieves the local representative URL associated with the received area identification signal. A representative URL transmission unit then transmits the local representative URL retrieved by the URL retrieving unit to the URL list server, thus making access to the link list page stored therein. A list transmission unit, disposed in the URL list server, retrieves the link list page that corresponds to the local representative URL received from the representative URL transmission unit, and it returns the retrieved local URL list to the mobile terminal. The local URL list received from the list transmission unit is displayed on a monitor screen of the mobile terminal, allowing the subscriber to select an appropriate URL to reach the desired local information resource.

(Kariya, Abstract). Kariya describes, as cited by the Examiner, a URL list server that collects URLs of home pages where various topics related to some specific geographic regions is available, and the server creates a new web page containing a table that lists the collected URLs and the pages are registered as "local representative URL[s]". (Kariya, col. lines 28–42). The URL server then stores such pages for many different geographic regions and when a specific local representative URL is requested by a user, the URL server returns a relevant page with the collected URLs to the user. *Id.* In other words, Kariya merely groups URLs based on geographic location. It would not have been obvious to one skilled in the arts of Bantz, Grube, or of the present invention to incorporate disclosures or suggestions from an invention for aggregating URLs based on geographic location and delivering the URLs to mobile device users when designing a web-based notifications system. Applicants respectfully request a reference

citation disclosing or suggesting this combination. However, even in combination, the URL aggregation of Kariya fails to disclose "each said topic identifier being associated with a corresponding relative uniform resource locator (URL), wherein the URL is relative to the web domain of the content provider, wherein said corresponding relative URL corresponds to one or more topics", as recited in amended claim 1, since Kariya aggregates URLs with respect to geographic region and **not** with respect to the web domain of a content provider. As demonstrated in the example above, a notifications request embodying aspects of amended claim 1 could specify a content provider web domain of "www.contentprovider.com", with a relative URL corresponding to the topic identifier that indicates a topic of "/sports/{identifier}", "/weather/{identifier}", or "/" indicating that the notifications request applies to all topics. (See Specification, [0047]). In other words, a "/" relative URL indicates that the notifications request includes any URL that is relative to the "www.contentprovider.com" web domain. Since Kariya fails to disclose URLs relative to the web domain of the content provider, Kariya therefore cannot disclose relative URLs corresponding to one or more topics as recited in amended independent claim 1.

Finally, the Examiner argues that Horvitz discloses using SOAP in a notification management environment, and that it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Bantz, Grube, and Kariya with the disclosures of Horvitz in order to allow easier communication behind proxies and firewalls. Applicants again respectfully submit that Bantz, Grube, and Kariya are not analogous arts to the present invention, and Applicants respectfully request a reference citation disclosing or suggesting this combination.

In view of the foregoing, Applicants submit that amended independent claim 1 and its dependent claims 3, 5, 7-9, and 11-13 are allowable for at least the reasons given above and rejection of the claims under 35 U.S.C. § 103(a) should be withdrawn.

With respect to the subject matter of amended independent claim 24, the Examiner rejects claim 24 for the same essential reasons given for the rejection of independent claim 1. Amended independent claim 24 incorporates the subject matter of dependent claims 25 and 28. Dependent claims 25 and 28 have been canceled by this Amendment D.

Amended independent claim 24 is directed to a web-based system for processing notifications, said notifications containing content provided by one or more content providers to subscribed users, said content relating to one or more topics, with the system comprising, among other things:

a computing device to implement a web service responsive to requests structured according to an extensible messaging framework, wherein the extensible messaging framework comprises a Simple Object Access Protocol (SOAP), said computing device being coupled to a data communication network and configured to receive requests from a plurality of content providers via the data communication network, said received requests from the plurality of content providers specifying a selected notification management function related to managing subscriptions, said received request being structured according to the extensible messaging framework, wherein the received request comprises a SOAP request, each content provider being associated with a plurality of subscriptions, each subscription being associated with one content provider;

a computer-readable storage medium storing computer-executable instructions to be executed on the computing device to extract request information from the plurality of requests, said request information including a content provider identifier and a topic identifier associated with the request, said topic identifier being associated with a corresponding **relative uniform resource locator (URL)**, wherein the **URL is relative to the web domain of the content provider**, wherein said corresponding relative URL corresponds to one or more topics, and to perform the selected notification management function based on the extracted request information, wherein the selected notification management function is related to the management of subscriptions associated with the content provider corresponding to the content provider identifier and the topic identifier; and

a memory associated with the computing device to store the extracted request information in connection with the selected notification management function.

Applicants respectfully disagree that the cited references disclose or suggest such a system, for at least the same reasons given above for the allowance of amended independent claim 1. In view of the foregoing, Applicants respectfully submit that amended independent claim 24 and its dependent claims 26–31 are allowable for at least the reasons given above. As such, rejection of the claims under 35 U.S.C. § 103(a) should be withdrawn.

With respect to the subject matter of amended independent claim 37, the Examiner indicates generally that claim 37 has been rejected. Upon reviewing the Office action, however, the Applicants did not locate any specific arguments made by the Examiner in rejecting claim 37. Amended independent claim 37 incorporates the subject matter of dependent claims 38 and 40. Dependent claims 38 and 40 have been cancelled by this Amendment D.

Amended independent claim 37 is directed to a web service for managing notifications in a web-based notifications system, "said notifications system being configured to provide notifications to a user via a data communication network, said notifications containing content provided by one or more content providers, said content relating to one or more topics", with the web service comprising, among other things:

- a computing device to implement the web service, said computing device being coupled to the data communication network and configured to receive requests structured according to an extensible messaging framework, wherein the extensible messaging framework comprises a Simple Object Access Protocol (SOAP) and wherein the received requests comprise SOAP requests, from one or more content providers via the data communication network; and

- a computer-readable storage medium storing computer-executable instructions to be executed on the computing device to:

- provide the extensible messaging framework to the content providers to create requests, said requests when structured according to the messaging framework each specify a selected notification management function and contain request information, said request information for each of the requests including a content provider identifier and a plurality of topic identifiers associated therewith, each said topic identifier being associated with a corresponding relative **uniform resource locator (URL)**, wherein the **URL is relative to the web domain of the content provider**, wherein said corresponding relative URL corresponds to one or more topics;

- extract the request information for each of the requests;

- perform the selected notification management function based on the extracted request information; and

- create a response object in response to said received request, said response object each being structured according to the messaging framework and containing information relating to either success or failure of the performed notification management functions for each of the plurality of topic identifiers.

Applicants respectfully submit that amended independent claim 37 is allowable, as the Examiner makes no arguments against its allowance. As such, rejection of amended independent claim 37 under 35 U.S.C. § 103(a) should be withdrawn.

#### Claim 10

Dependent claim 10 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Bantz, Grube, Kariya, and further in view of U.S. Patent No. 6,763,384 (hereinafter "Gupta"). Applicants respectfully disagree and submit that dependent claim 10 is allowable for at least the same essential reasons given for the allowance of amended independent claim 1, from which



claim 10 depends. As such, rejection of dependent claim 10 under 35 U.S.C. § 103(a) should be withdrawn.

Claims 14, 17–23, and 32–36

Claims 14, 17–23, and 32–36 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Bantz, Grube, Kariya, in further view of Gupta, and further in view of U.S. Pub. No. 2003/0223449 (hereinafter "Hill"). Applicants respectfully disagree. None of the cited references, alone or in combination, disclose or suggest each and every element of the rejected claims.

Amended independent claim 14 incorporates the subject matter of dependent claim 21. Dependent claim 21 has been canceled by this Amendment D. Amended independent claim 14 recites a method of managing notifications in a web-based notifications system, "said notifications system being configured to provide notifications to a user via a data communication network, said notifications containing content provided by one or more content providers, said content relating to one or more topics", with the method comprising, among other things:

- implementing a web service responsive to requests structured according to an extensible messaging framework comprising a Simple Object Access Protocol (SOAP);
- receiving, at the web service, requests from a plurality of content provider, said received requests being structured according to the extensible messaging framework, each of said received requests comprising a SOAP request;

- extracting request information from each of the plurality of received requests, said request information including at least a content provider identifier, a topic identifier, a selected notification management function related to managing subscriptions to be performed by the notifications system, and a **user identifier**, each content provider being associated with a plurality of subscriptions, each subscription being associated with one content provider;

- querying a user profile store for profile information corresponding to each of the **user identifiers** of the requests;

- querying a messaging service based on the **user identifier** and based on the **presence of a user profile in the user profile store corresponding to each of the user identifiers of the requests for additional routing data for the delivery of notifications;**

- determining routing information for a notification based on the profile information and based on the additional routing data for each **user identifiers**; and

- creating a subscription for the users corresponding to the topic identifiers by executing the selected notification management function based on the extracted request information, wherein the selected notification management function is related to the management of subscriptions associated with the content provider corresponding to the content provider identifier of the request and wherein the subscription for the user includes the determined routing information corresponding to the user.

According to aspects as set forth in amended claim 14, a web service receives the notifications request from a content provider, where the received request is structured as a SOAP request, according to the SOAP extensible messaging framework. After the request is received, request information is extracted from the notifications request. The extracted information includes at least a content provider identifier, a topic identifier, a selected notification management function, and a user identifier. A user profile store is queried for profile information corresponding to each of the user identifiers of the requests. A messaging service is queried based on the user identifier **and based on** the presence of a user profile in the user profile store corresponding to each of the user identifiers of the requests for **additional routing data** for the delivery of notifications. In other words, the messaging stored is queried if a user profile corresponding a user identifier was found in the user profile store. Routing information for the notification is determined based on the profile information and the additional routing data for data for each user identifier. After the routing information has been determined, a subscription is created for the users corresponding to the topic identifiers by executing the selected notification management function extracted from the request information, "wherein the selected notification management function is related to the management of subscriptions associated with the content provider corresponding to the content provider identifier of the request and wherein the subscription for the user includes the determined routing information corresponding to the user".

The Examiner argues that claim 14 contains substantially the same limitations of claim 10, and the reasons for rejection are substantially similar to those noted for claim 10, in view of the combination of Bantz, Grube, Kariya, and Gupta. The Examiner admits that the combined references do not disclose or suggest querying a messaging service based on the user identifier for additional data to determine use of the messaging service by the user associated with the user identifier and determining routing information based on the profile information and the additional data for each user identifier, relying on U.S. Pub. No 2003/0223449 (hereinafter "Hill") as disclosing these elements.

Applicants respectfully disagree and submit that dependent claim 14 is allowable for at least the same essential reasons given above for the allowance of dependent claim 10 and its independent claim 1. Applicants also respectfully disagree that Hills discloses the elements as

argued by the Examiner. Hill instead discloses an invention for identifying who in a wireless communication system has received a group message:

[0007] A method and apparatus is needed for a server in a wireless communication system to identify who has received a group message. The method and apparatus preferably will inform the message originator as to which recipients are logged on at the time of message receipt, as well as when each recipient receives the group message. The method and apparatus further preferably will inform the originator when all recipients have received the group message.

(Hill, [0007]). Applicants submit that it would not have been obvious to one skilled in the arts of Bantz, Grube, Kariya, Gupta or of the present invention to incorporate disclosures or suggestions from an invention for determining receipt of a group message when designing a web-based notifications system. Applicants respectfully disagree that Hill is an analogous art to the cited references or to the present invention. Applicants respectfully request a reference citation disclosing or suggesting this combination.

However, even in combination, Hill fails to disclose the elements. The Examiner argues that Hill discloses determining the activity of users, and rerouting messages if users are inactive. Hill explains:

[0015] Referring to FIG. 3, a flow diagram depicting operation of the server 102 and wireless communication system in accordance with the present invention begins with the server receiving 302 a group message from an originator. The group message is directed to an address associated in the server 102 with a pre-defined plurality of recipients whose coupling to the wireless communication system at any given time is either active (logged on) or inactive (logged off). In response, the server 102 stores 304 the group message in the memory 206. The server 102 then communicates with the wireless communication system to check 306 for recipients who are actively coupled to the system. In addition, the server 102 checks 308 whether a predetermined condition for alternative message status notification is met. If so, at 310, the server will set a flag to send message status notifications (that would normally go to the originator of the group message) to a designated person instead of (or, alternatively, in addition to) to the originator. The designated person and the predetermined condition(s) preferably are programmed in advance by, or on behalf of, the originator through conventional data entry techniques.

(Hill, [0015]). As Hill indicates, the system determines if a pre-defined recipient is active ("logged on") or inactive ("logged off") when a group message is received. The group message is stored in memory, and the server may additionally send message status notifications to a designated person. *Id.* Contrary to the Examiner's assertion, the cited portion of Hill does not disclose "querying a messaging service based on the **user identifier** and based on the **presence**

of a user profile in the user profile store corresponding to each of the user identifiers of the requests for additional routing data for the delivery of notifications", as Hill merely discloses determining if a pre-defined recipient is active and sending status messages to a designated portion. Hill fails to disclose "determining routing information for a notification based on **the profile information and based on the additional routing data** for each user identifiers", where the routing information is determined for both the profile information and the additional routing data. (*See* Specification, [0042]–[0044]).

In view of the foregoing, Applicants respectfully submit that amended independent claim 14 and its dependent claims 17–23 are allowable for at least the reasons given above. As such, rejection of the claims under 35 U.S.C. § 103(a) should be withdrawn.

With respect to the subject matter of amended independent claim 32, the Examiner rejects claim 32 for the same essential reasons given for the rejection of independent claim 14. Amended independent claim 32 incorporates the subject matter of dependent claim 36. Dependent claim 36 has been canceled by this Amendment D.

Amended independent claim 32 recites a web-based system for processing notifications, "said notifications containing content provided by one or more content providers, said content relating to one or more topics", with the system comprising, among other things:

- a computing device to implement a web service responsive to requests structured according to an extensible messaging framework, wherein the extensible messaging framework comprises a Simple Object Access Protocol (SOAP), said computing device being coupled to a data communication network and configured to receive a request from a content provider via the data communication network, said received request being structured according to the extensible messaging framework, wherein the received request comprises a SOAP request;

- a user profile store associated with the computing device to store profile information representative of a plurality of users; and

- a computer-readable storage medium storing computer-executable instructions to be executed on the computing device to:

- extract request information from the request, said request information including a content provider identifier, a topic identifier, and a user identifier associated with the request,

- query the user profile store for profile information corresponding to the user identifier,

- query a messaging service based on the **user identifier** and based on the **presence of a user profile in the user profile store** corresponding to the user identifier of the request for additional routing data,

**determine routing information for a notification based on the profile information and the additional routing data, and**

**create a subscription corresponding to the topic identifier, the user identifier, and the routing path for the notification, wherein the subscribed user associated with the user identifier receives at least one notification containing content provided the content provider via the routing path, the content being related to said subscribed one or more topics associated with the topic identifier, the topic identifier being associated with a corresponding **relative uniform resource locator (URL)**, wherein the **URL is relative to the web domain of the content provider**, wherein said corresponding relative URL corresponds to one or more topics.**

Applicants respectfully submit that amended independent claim 32 and its dependent claims 33–36 are allowable for at least the same reasons given above for amended independent claim 1 and 14. As such, rejection of the claims under 35 U.S.C. § 103(a) should be withdrawn.

Claims 2, 25, and 38

Dependent claims 2, 25, and 38 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Bantz, Grube, Kariya, and further in view of Horvitz. Dependent claims 2, 25, and 38 have been incorporated into their respective independent claims 1, 24, and 37, and cancelled by this Amendment D.

Claims 21 and 36

Dependent claims 21 and 36 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Bantz, Grube, Kariya, and further in view of Horvitz. Dependent claims 21 and 36 have been incorporated into their respective independent claims 14 and 32, and cancelled by this Amendment D.

Claim 6

Dependent claim 6 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Bantz, Grube, Kariya, and further in view of U.S. Pub. No. 2002/0032790 (hereinafter "Linderman"). Applicants respectfully disagree and submit that dependent claim 6 is allowable for at least the same essential reasons given for the allowance of amended independent claim 1, from which claim 6 depends. As such, rejection of dependent claim 6 under 35 U.S.C. § 103(a) should be withdrawn.

Impermissible Hindsight Analysis

Applicants respectfully submit that the Examiner's combination of cited references amounts to impermissible hindsight. "[T]he question is whether there is something in the prior art as a whole to suggest the desirability, and thus the obviousness, of making the combination." *Lindemann MaschinenFabrick GMBH v. American Hoist and Derrick Company*, 730 F.2d 1452, 1462; 221 U.S.P.Q. 481, 488 (Fed. Cir. 1984). As has been shown, the non-analogous disclosures and suggestions of the prior art relate to different fields of endeavor and are directed to entirely different problems. Nothing in the cited references suggests their combination. The Examiner's rejection provides a text book example of impermissible hindsight analysis – the Examiner used the claims as a guide to pick and choose non-analogous references in order to reject the claims. *See In re Oetiker*, 977 F.2d at 1447; 24 U.S.P.Q.2d at 1446 ("There must be some reason, suggestion, or motivation found in the prior art whereby a person of ordinary skill in the field of the invention would make the combination. That knowledge can not come from the applicant's invention itself."). Therefore, it would not have been obvious to one skilled in the arts of the cited references or the present invention to incorporate disclosures or suggestions from each of the non-analogous references when designing a web-based notifications methods, systems, and computer-readable storage media of the present application.

**Conclusion**

Applicants submit that the claims are allowable for at least the reasons set forth herein. It is felt that a full and complete response has been made to the Office action and, as such, places the application in condition for allowance. Such allowance is hereby respectfully requested.

Although the prior art made of record and not relied upon may be considered pertinent to the disclosure, none of these references anticipates or makes obvious the recited aspects of the claims. The fact that Applicants may not have specifically traversed any particular assertion by the Office should not be construed as indicating Applicants' agreement therewith.

**Applicants wish to expedite prosecution of this application. If the Examiner deems the application to not be in condition for allowance, the Examiner is invited and encouraged to telephone the undersigned to discuss making an Examiner's amendment to place the application in condition for allowance.**

The Commissioner is hereby authorized to charge any deficiency or overpayment of any required fee during the entire pendency of this application to Deposit Account No. 19-1345.

Respectfully submitted,

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